

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-66 (GP-238-00-US)**

Applicants: **Sumit AGARWAL, et al.**

Serial No.: **10/813,925**

Confirmation No.: **5061**

Filing Date: **March 31, 2004**

Title: **DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE INFORMATION USING PAST SEARCH QUERIES**

Examiner: **Yehdega Retta**

Group Art Unit: **3622**

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Non-English language reference AW was cited in a Notification of the First Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of that Notification, and an English language translation of the Notification, are provided as reference AX. In addition, reference AV is an English language application corresponding to reference AW. Therefore, non-English language reference AW should be considered. (See, e.g., MPEP 609.04 (a).)

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but before the payment of an issue fee and with a certification under 37 C.F.R. § 1.97(e) and the fee set forth in 37 C.F.R. § 1.17(p), it should be considered under 37 C.F.R. § 1.97(d).

The Patent Office is authorized to charge the fee of \$ 180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Certification Under 37 CFR 1.97(e) (1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,


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